EVERENCE CONF SEPT 2025

What if the secret to Raising more Funds wasn’t in your Strategy, but in your Culture?



Introduction



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Passions: Psychological Safety in the Workplace, Org Language Contextualization

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About Cultured Enuf

We know culture, and since its founding in Philadelphia, Cultured Enuf has placed emphasis on culture, and more specifically, the impact of urban culture, while walking alongside an organization’s desire for implementation.

As a Black owned, women-led consulting firm, we live out the framework we consult in to help organizations successfully thrive.

Cultured Enuf’s Mission

Cultured Enuf exists to empower leaders to build their dream organizational culture that reflects their values, and recruits and retains for the future. We provide leaders with a plan for where to start and equip them with the tools necessary to build a healthy organizational environment and the capacity to implement change.



OUR PARTNERS

Young Life (Midwestern Division)
Venture For America (Detroit, MI)

Character Lab
Coalition for Christian Outreach Esperanza
Health Center
Lancaster Bible College
Keystone Research Center - PA

Budget & Policy Center Pan-American
Charter School Philadelphia
Outward Bound
The Neat Company
Belmont Charter Network
Park Whiz
Technical.ly
Delaware County Christian School
Drexel University

Young Life Northwestern Division)



California Association of Food Banks (CAFB)
Rising Sun

Command Shift Coalition (NY, NY)

Young Life (Eastern Division)

The Salvation Army (HQ)

*Lindywell (The Balanced Life)

Saint Mary's Episcopal School (NC)
CC Health Fellowship (TN)

Young Life (Southwestern Division)

YL Office of Strategic Partnerships + Multiethnic Office

Young Life (Southeastern Division)

Young Lives (Colorado)

Waco Family Medicine (Waco, TX)
Young Life (South

* Remote Based Organizations

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TODAY’S ROADMAP

Opening & Framing

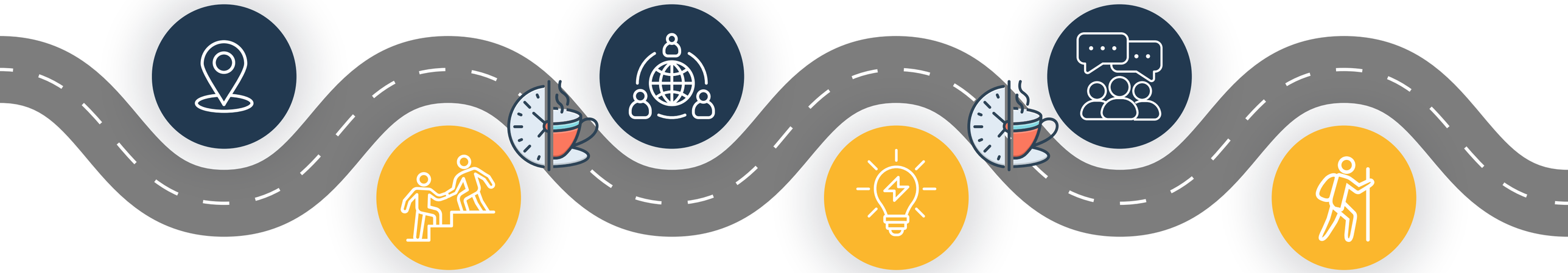
Donor Trust & Organizational Culture

Belonging & The Donor Experience

Strategies to Diversify & Deepen Donor Engagement

Scenarios & How Tools Can Enhance Skills

Key Takeaways & Q&A



OBJECTIVES

✓ **Uncover** why donor trust is won (or lost) through organizational culture.

✓ **Learn** how psychological safety and belonging directly impact donor engagement.

✓ **Identify gaps** in your fundraising approach that may be unintentionally pushing donors away.

✓ Explore **real-world strategies** to diversify and expand your donor base while staying true to your mission.

✓ **Discover tools** such as Ed Enuf, an innovative e-learning tool that equips leaders with ongoing DEB training to sustain long-term fundraising success.

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POSTURE FOR OUR TIME TOGETHER

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GUIDELINES FOR OUR TIME

- **Posture of listening** and understanding.
- Being **respectful** and not interrupting each other.
- **Disagreement is normal**, however, there is a correct way to disagree without belittling and devaluing someone’s experience or perspective.
- **Everyone is welcome to participate**, which means asking clarifying questions, sharing feedback, and learning.
- **Using “I” statements** goes a long way.

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DISCLAIMER LEGAL ADVICE

The information presented in these materials, and that which the presenter further provides, should not be considered legal or accounting advice and should not substitute for legal, accounting, or other professional advice in which the facts and circumstances may warrant. We encourage you to consult legal counsel as it pertains to your own unique situation(s) and/or with any specific legal questions you may have.

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THINK, PAIR, SHARE

- Name, Organization, & City you are based in
- What motivates you to continue working in your role?
- Who is currently missing at your donor table or list?





DONOR TRUST & ORGANIZATIONAL CULTURE

What Is Organizational Culture?

“It’s not what we say. It’s what people feel, believe, and experience.”

Organizational Culture
is the shared reality of how people in your organization experience:

- What’s valued
- How people are treated
- How decisions are made
- How trust is built (or broken)
- What is safe to say, do, or challenge

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What Is Organizational Culture?

Many people think of culture as “perks” or “policies.” But culture is much deeper. It’s the **emotional and psychological climate** of your organization.

When we say “what people feel, believe, and experience,” we mean:

- How safe do staff feel to speak up or make mistakes?
- Do leaders listen—or just speak?
- Are donors and community partners treated as collaborators—or transactions?

In faith-based and nonprofit spaces, where mission alignment is critical, **donors can sense when the internal culture does not match the outward message.**

Culture is constantly being shaped—whether intentionally or unintentionally.



Culture lives in the day-to-day.
From team meetings to donor conversations—
culture shows up everywhere.

Research Snapshot: Why Donors Walk Away

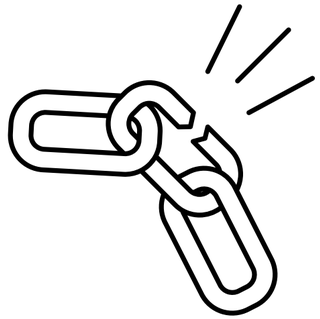
Key Stats:

- **53%** of donors say they stop giving because they no longer feel connected to the organization's mission.
- **42%** cite a lack of communication or transparency after giving.
- **35%** say the organization seemed to only reach out when asking for money.
- **27%** mention concerns about how funds were being used.
- **1 in 4** stopped giving because the organization's values no longer aligned with their own.
- **17%** say they felt disrespected or ignored in donor interactions.

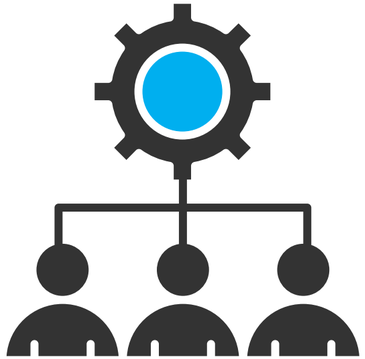
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Source: Fundraising Effectiveness Project, Chronicle of Philanthropy, CCS Fundraising, and Cultured Enuf case insights

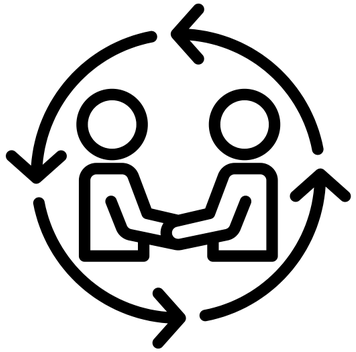
Why Donors Walk Away



Donor disengagement isn’t always about money—it’s often about mismatch in values, communication breakdown, or lack of relational depth.



Organizations with strong internal cultures—**where belonging, feedback, and alignment are prioritized**—are more likely to communicate **consistently** and **authentically** with donors.



Fundraising is a relational practice, not a transactional one. Donors are discerning—**they can feel when something is off inside the organization.**

The Culture–Donor Disconnect: What They See vs. What You Feel

Donor Perception	Organizational Reality
“They’re not transparent.”	Staff doesn’t feel safe giving internal feedback.
“They don’t value community.”	Leadership lacks diversity or inclusive practices.
“They only reach out when they need money.”	Lack of a consistent donor engagement plan.
“They seemed disorganized.”	High staff turnover and unclear roles.
“Their values changed.”	Internal tension around DEB or strategic direction.

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Case Study Snapshot

Graceway Senior Living: A respected Mennonite-affiliated elder care ministry rooted in the Anabaptist tradition.

Mission Language: We are a Christ-centered community that lives out compassion, dignity, and servant-leadership for our elders.

Anabaptist Values Embraced Publicly:

- 🕊️ Peace & Nonviolence
- 🫙 Service & Simplicity
- 🤲🏽 Mutual Aid & Community
- 🦶🏽 Humility & Discipleship

Case Study Snapshot

❗ **Internal Culture Concerns (as shared by staff and exit interviews):**

- Frontline caregivers (primarily women of color) report dismissive treatment and lack of spiritual or emotional support.
- Attempts to discuss DEI or racial equity were labeled “divisive” or causing “mission drift.”
- Board and leadership remain homogenous, resistant to demographic change.
- Staff felt shamed for expressing fatigue or asking for support, despite values emphasis on *community care*.

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Case Study Snapshot

🚩 **What Happened:**

A multi-generational donor family quietly pulled back their long-standing annual support.

In a private meeting, they shared:
“It no longer feels like the community our family has supported. The words are right, but the *something* is off.”

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Case Study Snapshot

- This scenario reflects a soft **erosion of trust**—the kind that happens when public values don’t match internal practice.
- In Anabaptist tradition, community, mutual care, and humility are sacred. So when leaders dismiss staff concerns or silence hard conversations, donors who value those principles will notice—even if no one says it publicly.
- Cultural alignment doesn’t mean becoming “trendy”—it means deepening our integrity.

THINK, PAIR, SHARE

What values do you lead with in fundraising —and do they show up internally?





BELONGING & THE DONOR EXPERIENCE

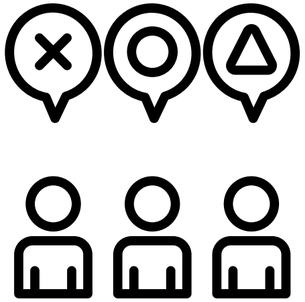
What is Psychological Safety?

Psychological Safety is the shared belief that it's safe to:

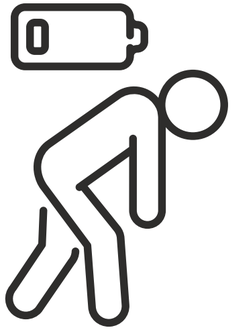
- Offer ideas, **ask questions,** or admit mistakes
- **Challenge groupthink** without fear of shame or punishment
- **Express discomfort** when donor interactions feel misaligned
- Speak truthfully—e**ven when it’s hard**—in service of mission



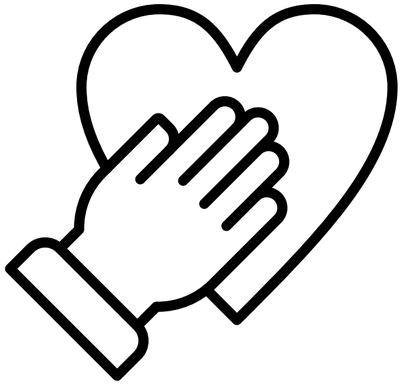
Why It Matters in Donor Engagement:



If fundraisers, caregivers, or frontline staff don’t feel safe giving **honest feedback**, your donor narrative becomes **disconnected from reality.**



When your team is **burned out,** fearful, or excluded from decision-making, that **tension leaks into your language, tone, and follow-through with donors.**



When your team can safely share stories of impact and challenge, **your messaging becomes more authentic and trustworthy.**

THINK, PAIR, SHARE

In your experience, have donors walked away and are you aware of those reasons?



PAINT A PICTURE

A development associate notices that the organization’s fundraising event consistently excludes Spanish-speaking families of program participants.

In a high-psychological-safety culture, they would feel safe saying:

“If we say we serve all families, let’s make sure our events reflect that.”

Without safety, that insight is never voiced. The donor base stays narrow. Opportunities are missed. Integrity erodes.



Timothy Clark’s 4 Stages of Psychological Safety [Donor Perspective]

1. **Inclusion Safety –** "I’m part of the mission team."

2. **Learner Safety –** "I can ask questions and be curious around programming and outreach."

3. **Contributor Safety –** "My contribution or social capital matters."

4. **Challenger Safety –** "I can speak up for what’s right."





WHAT MIGHT BE GETTING IN THE WAY

What Might Be Getting in the Way?

Most donor trust issues start long before the donor ever walks away.

Common Cultural Gaps	Donor Impact
Silence around hard topics (race, equity, gender, poverty)	Donors feel the org is outdated or out of touch
Equity work seen as “optional” or “too political”	Missed opportunities for broader, values-driven donor base
Lack of transparency across staff & leadership	Donors sense disorganization or hidden tension

What Might Be Getting in the Way?

Most donor trust issues start long before the donor ever walks away.

Common Cultural Gaps	Donor Impact
No intentional onboarding or storytelling training for staff	Inconsistent or surface-level messaging
Fatigue, burnout, or turnover among fundraising staff	Donor relationships become transactional or forgotten

THINK, PAIR, SHARE

Where might we unintentionally be limiting trust or belonging in our donor engagement?





EXPLORE STRATEGIES TO DIVERSIFY AND EXPAND DONOR BASE

Real Strategies to Diversify and Deepen Donor Engagement

“If your donor base doesn’t reflect your mission field, it’s time to rethink the system.”

Donor diversity isn’t just about demographics—**it’s about trust, access, and alignment.**

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Strategies to Diversify and Deepen Donor Engagement

1. Listen Before You Launch

- Host “story circles” or relational listening sessions with underrepresented donor communities.
- Ask: What has made giving feel meaningful—or disconnected—for you?

2. Center Shared Values, Not Just Identity

- Focus on values alignment (care for elders, hospitality, justice, faith), not just marketing to racial or generational “groups.”
- ***Many younger or BIPOC donors resonate deeply with Anabaptist values—they just haven't seen themselves reflected in donor spaces.***

Real Strategies to Diversify and Deepen Donor Engagement

3. Widen the Faces of Your Storytelling

- Move beyond leadership voices—equip frontline staff, clients, and volunteers to share impact stories from their lived experience.
- Ensure stories are told with consent, dignity, and depth—not charity or savior narratives.

4. Create Pathways for First-Time Givers

- Offer relational entry points for those who aren’t used to giving formally—small recurring gifts, community projects, or shared meals.
- Break down giving from a transaction into a relationship.

Real Strategies to Diversify and Deepen Donor Engagement

5. Invest in Belonging Before the Ask

- Build internal belonging so that your external invitation feels authentic.
- If your team isn’t **diverse, trained,** or **unified**—donors will notice. Belonging internally drives trust externally.

THINK, PAIR, SHARE

- What strategies feel right to you and your context?
- How might we re-open conversations that spoke to diversifying or engaging different donor pools?



What Inclusive Fundraising Looks Like in Action

“Inclusion isn’t about abandoning tradition—it’s about expanding access.”

1. PeaceHealth Community Fund

- Developed a community-led giving circle that invites local BIPOC leaders to co-design outreach and funding priorities.
- Donors were invited to sponsor “equity innovation grants” rooted in community-identified needs.
- **Result:** Younger, more diverse donors began giving small recurring gifts that aligned with their values.

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What Inclusive Fundraising Looks Like in Action

2. Shalom Senior Life Network

- Switched from traditional **banquet-style fundraisers to intimate storytelling dinners** where residents, staff, and family members shared cross-cultural stories.
- Translation and accessibility were built in. DEI training was offered to development staff before the shift.
- **Result:** 25% increase in donor engagement from younger generations and immigrant family members.

What Inclusive Fundraising Looks Like in Action

3. Bridge of Grace Education Fund

- Audited their donor materials and eliminated jargon and “savior” language
- Paired longtime donors with student alumni for co-mentorship and shared storytelling.
- **Result:** Broader buy-in from donors who had previously felt disconnected from the impact.

What Inclusive Fundraising Looks Like in Action

4. Mutual Aid Fundraising Co-op

- Created a shared **online donor platform** across several small faith-based orgs to support mutual aid during crisis.
- Donors could designate funds for food justice, housing, or healthcare, with transparent impact reports.
- **Result: Gave** donors more autonomy and created transparency which lead to a 35% increase in funds.

THINK, PAIR, SHARE

Which of these approaches feels most possible in your context—and what would need to shift internally to make it stick?





ED ENUF: SUSTAINING GROWTH BEYOND THE WORKSHOP

Ed Enuf: Sustaining Growth Beyond the Workshop

“Culture isn’t built in a day—and neither is trust.”

Ed Enuf is a powerful e-learning platform designed by Cultured Enuf to help faith-based, nonprofit, and community organizations turn DEB values into everyday practice.

🌟 **Key Features:**

- 24/7 access to short, engaging micro-learning modules
- Designed for boards, staff, and leadership teams
- Topics grounded in belonging, emotional intelligence, and cultural alignment
- Includes facilitator guides for small-group discussion or Lunch-and-Learns
- Built with real organizational dynamics in mind—not abstract theory

Ed Enuf: Sustaining Growth Beyond the Workshop

“Culture isn’t built in a day—and neither is trust.”

🔐 Tailored Learning Paths for Fundraising & Donor Teams

🟦 Modules to Support Donor Development:

- Psychological Safety in Philanthropy
- Emotional Intelligence
- Navigating Race, Class & Power
- Courageous Conversations with Board & Donor Stakeholders
- Cultural Intelligence

How Partners Use Ed Enuf:

Use Case	Impact
DEB Committee Learning Series	Build shared language across teams
Board Onboarding Tool	Align new members with mission + inclusive practices
Fundraising Team Development	Reduce donor missteps & increase team confidence
Staff Retreat or PD Day	Embed DEB values into your annual rhythms

THINK, PAIR, SHARE

What if your next fundraising breakthrough wasn’t about better strategy—but deeper alignment?

➤ Visit EdEnuf.com



KEY TAKEAWAYS

1.Culture builds trust: Donors give when values are lived, not just said.

2. **Safety shapes voice:** Teams speak clearly when they feel safe.

3. Alignment matters: Donors notice when internal and external don’t match

4. Inclusion expands reach: Welcoming more voices brings in more support.

5. **Learning must continue:** Tools like Ed Enuf help make belonging a daily habit.

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Q&A

Hop on a Call to Discuss Your Donor Base / Org Dynamics



THANK YOU

Let’s Connect!